

CLAIM AMENDMENTS

1. (Twice amended) In a network of interconnected computers for establishing, managing and tracking commercial transactions, comprising:

a. Customers interconnected to said network each customer having a unique identification code;

b. Affiliate sites interconnected to said network and programmed to display to a Customer visiting the Affiliate site information and linking instructions about one or more products or services available for commercial transaction with at least one Merchant;

c. Clearinghouse site interconnected to said network and programmed to receive information regarding display of or selection of said display information on the Affiliate site, with the ability to read the Customer's unique identification code, and to store said code in memory, and further to provide connection of said Customer to an identified Merchant site;

d. Clearinghouse site sending information and programming to the Customer site so that superimposed upon part of the Merchant's site the Customer sees other information within a Frame as chosen by the Clearinghouse;

e. Customer may by choosing an information display on the Frame be transported to another Merchant site, a non-Merchant site, a Clearinghouse maintained search engine or listing of other sites that may be of interest to the Customer wherein the Clearinghouse stores and maintains the Customer's identification code, tracks transactions the Customer makes with any Merchant that is a member of the network, and tracks intelligence related to Affiliate-generated transactions for compensating a referring affiliate with feedback to the initiating web site vendor not limited to a strictly 1-to-1 relationship between a selected Merchant and a selected affiliate.

2. (Previously amended) The system of claim 1 wherein any interconnected Affiliate may receive credit from multiple Merchants arising from transactions from initial and subsequent visits by the Customer to the Clearinghouse.
3. (Previously amended) The system of claim 1 wherein any Customer that visits any interconnected Affiliate site, and selects a Merchant display, is transported both to the Merchant's site and a Frame with additional information of possible interest to the Customer.
4. The system of claim 1 wherein compensation is paid responsive to an action, to an Affiliate and/or Clearinghouse.
5. The system of claim 4 wherein the clearinghouse site receives compensation from each said action.
6. The system of claim 5 wherein compensation is calculated based on a percentage of an amount paid to an affiliate.
7. The system of claim 6 wherein the percentage is determined as a calculation of gross revenue generated by an Affiliate and/or Clearinghouse.
8. The system of claim 7 wherein the compensation is divided among at least the Affiliate and the Clearinghouse according to a revenue formula.

9. The system of claim 1 wherein compensation is based on an impression revenue formula.
10. The system of claim 9 wherein said impression revenue is generated by an impression revenue calculation based on the number of displayed merchant advertising banners.
11. The system of claim 10 wherein the banners are displayed on the information display.
12. The system of claim 1 wherein the tracked intelligence includes frequency of visits to a link.
13. The system of claim 1 wherein the tracked intelligence includes frequency of visits to sub-affiliates.
14. The system of claim 13 wherein each affiliate can be linked to an unlimited number of sub-affiliates.
15. The system of claim 14 wherein impression revenue is generated by an impression revenue calculation based on the number of hits by sub-affiliates.
16. (Currently amended) A method of establishing, managing and tracking commercial

transactions in a network of interconnected computers, comprising the steps of:

a. interconnecting a plurality of customers to said network each customer having a unique identification code;

b. interconnecting a plurality of affiliate sites to said network;

c. displaying to a customer visiting any affiliate site information and linking instructions about a product or service available for commercial transaction with at least one merchant;

d. interconnecting a clearinghouse site to said network, programmed to receive information regarding display of or selection of said information displayed on a selected affiliate site together with the associated customer identification code, storing said code in memory, and providing connection of said customer to an identified merchant site;

e. sending information and programming from the clearinghouse site to the customer site so that superimposed upon part of the merchant's site the customer sees other information within a frame as chosen by the clearinghouse;

f. enabling customer to be transported to another site by choosing an information display on the frame with feedback to the initiating web site vendor; and

g. compensating referring affiliates, said system compensating a referring affiliate with feedback to the initiating web site vendor not limited to a strictly 1-to-1 relationship between a selected Merchant and a selected affiliate.

17. The method as recited in claim 16 comprising the additional step of selecting a site from the group including a merchant site, a non-merchant site, a search engine, or other sites of potential interest to the customer.

18. The method as recited in claim 16 comprising the additional step of selecting a search engine site associated with the clearinghouse.

19. The method as recited in claim 16 comprising the additional step of storing and maintaining a customer's identification code.

20. The method as recited in claim 19 comprising the additional step of tracking customer transactions.

21. The method as recited in claim 20 comprising the additional step of associating customer transactions with a site from the group including a merchant site, a non-merchant site, a search engine, or other sites of potential interest to the customer.

22. The method as recited in claim 21 comprising the additional step of tracking intelligence related to affiliate-generated transactions.